Unit 3 - Using Social Media in Business

Using Social Media in Business

We use social media as an entertainment tool and to communicate with friends and family.

People spend a lot of time on social media websites and this gives businesses opportunities to interact with people

Businesses may use social media to promote their business, to encourage people to visit their e-commerce site and buy, to provide customer service.

You may be familiar with social media for personal use and in this unit you will discover how it can be used in a business context.

Using Social Media in Business

Understanding how to use social media for business purposes is useful for employment in information technology and in a variety of business sectors.

Also, social media skills are closely linked with web and mobile applications development.

This unit gives you a starting point for progression to roles such as social media specialist, content developer and web developer.

Using Social Media in Business

Activities:

1. Search for jobs in this sector – e.g. search for 'social media co-ordinator'

https://www.totaljobs.com/job/social-media-assistant/meridian-business-support-limited-job99550704

2. Search for some social media business sites and observe their features – perhaps businesses that sell products that you might buy

Add a note:

Describe the job and the skills needed

List some features of business sites on social media

Using Social Media in Business

In this unit you will:

- Learning Aim A: Explore different social media websites, the ways in which they can be used to promote businesses and the potential pitfalls when using them for business purposes.
- Learning Aim B: You will develop a plan to use social media strategies for business purposes to achieve specific aims and objectives.
- Learning Aim C: You will then implement the plan, developing and posting content and interacting with others. Finally, you will collect data on the business use of social media and review the effectiveness of your efforts.

Using Social Media in Business

Assignments:

- Assignment 3.1: How Social Media Websites can be used to Promote Businesses
- Assignment 3.2: Develop a plan to use social media in a business to meet requirements
- Assignment 3.3: Implement the use of social media in a business

Using Social Media in Business

Assignments:

- **Assignment 3.1: How Social Media Websites can be used to Promote Businesses**
- Assignment 3.2: Develop a plan to use social media in a business to meet requirements
- Assignment 3.3: Implement the use of social media in a business

Learning Aim A

A. Explore the impact of social media on the ways in which businesses promote their products and services
   - A1 – Social Media Websites
   - A2 – Business Uses of Social Media
   - A3 – Risks and Issues

How to achieve a high grade

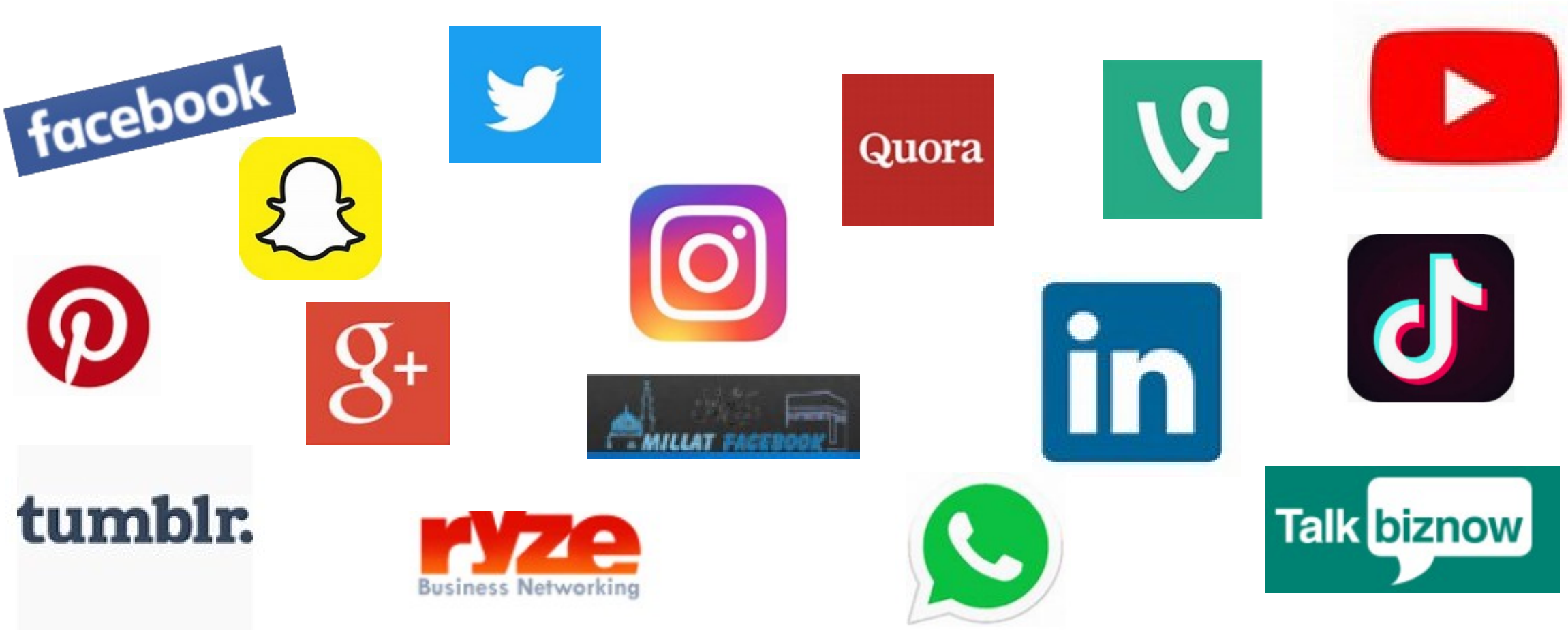
Distinction:
You will produce a comprehensive, well-balanced evaluation **of how a business uses social media**, making realistic and well-explained business-related **observations on the benefits and disadvantages**, while considering their **target customers or audience**. You will provide **real-life, relevant examples** of how businesses have used social media effectively and how some businesses have not managed **the risks involved** effectively. You must articulate your arguments fluently and your views concisely, providing an evaluation that makes reasoned, valid judgements. The evidence will demonstrate high-quality written/oral communication through the use of accurate and fluent technical vocabulary, to support a well-structured and considered response that clearly connects chains of reasoning.

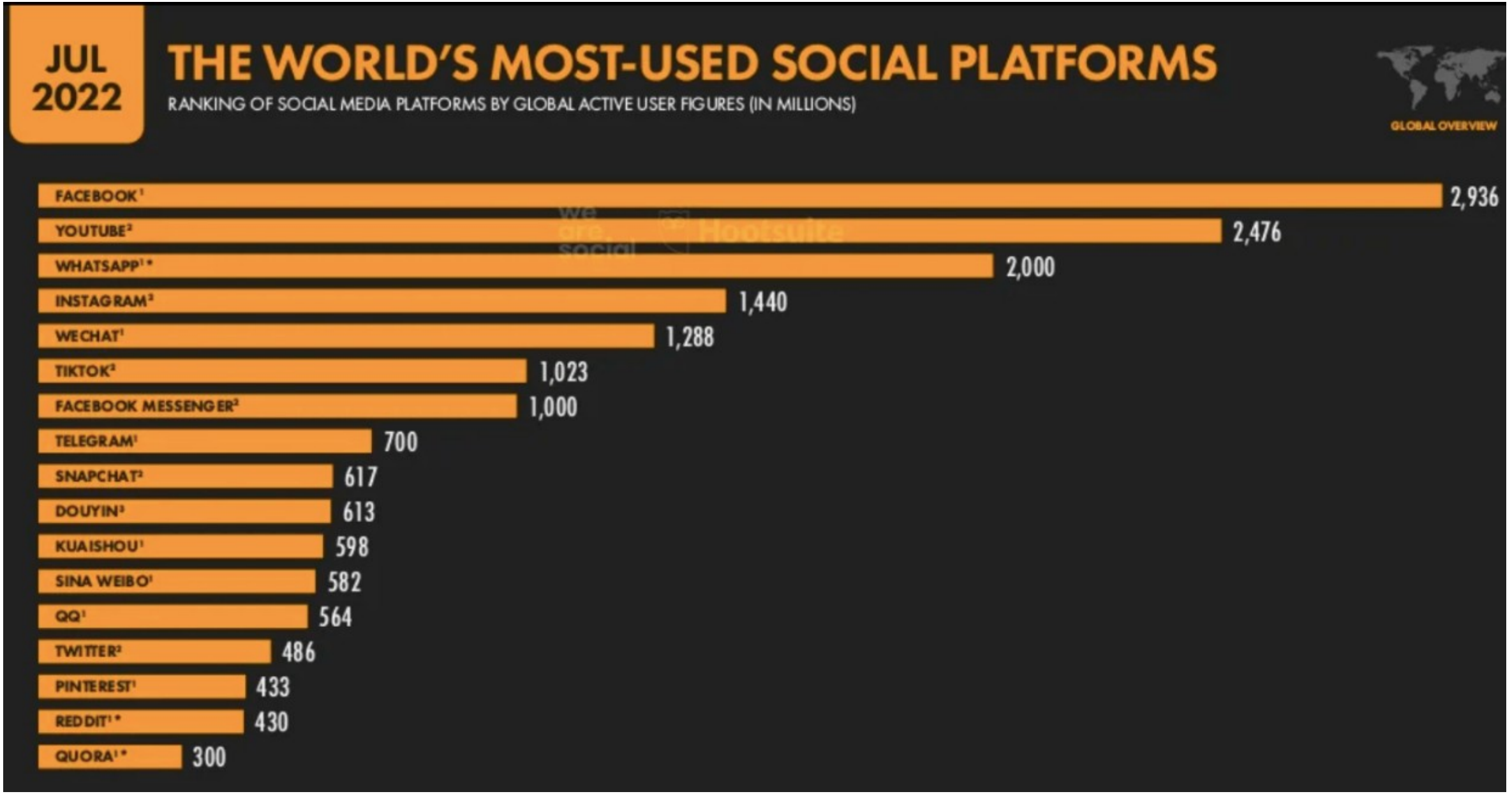
Social Media Sites

Brainstorm:

Name as many social media sites as you can

Social Media Sites





https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

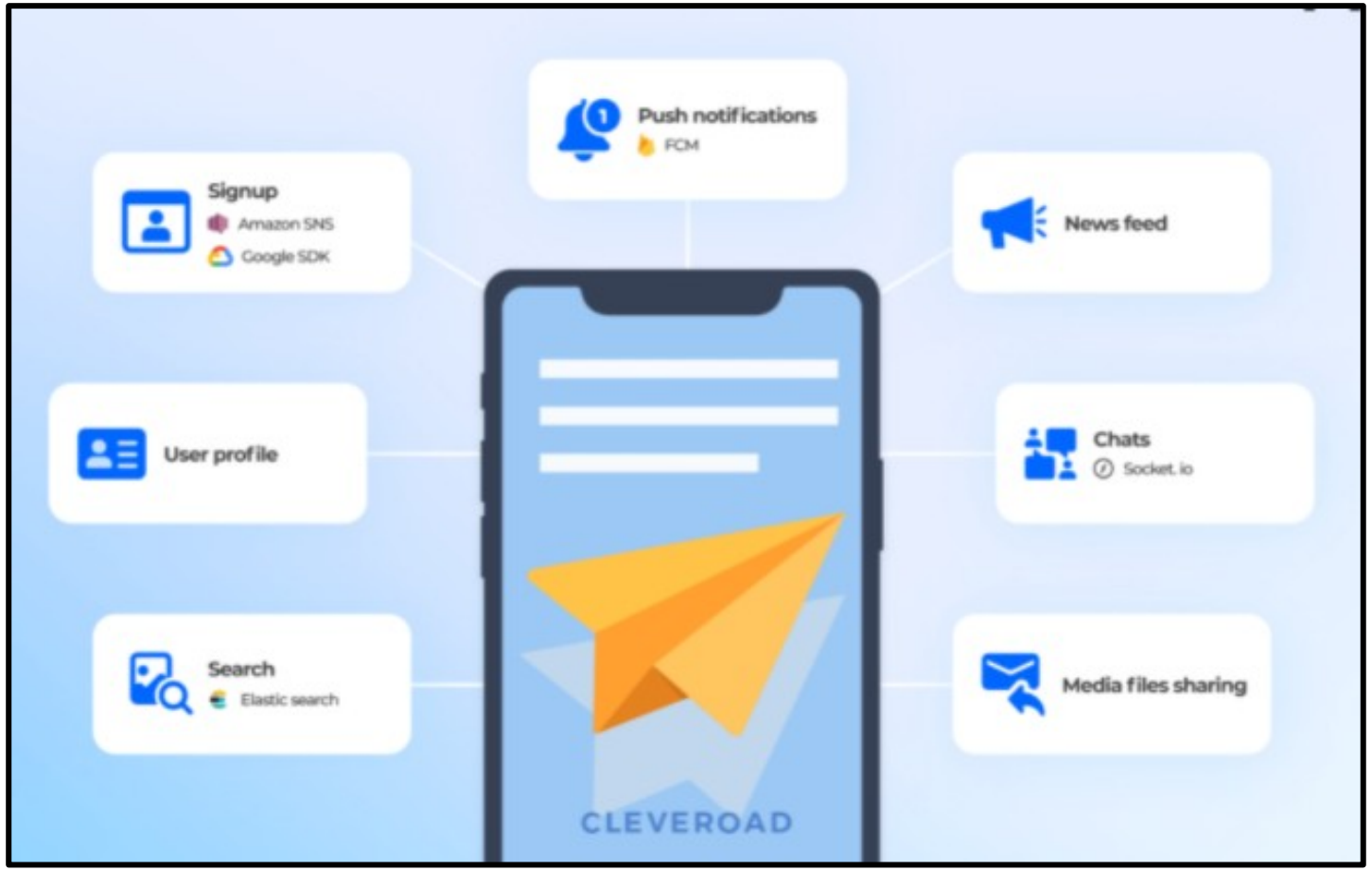
Social Media Sites

Brainstorm:

What are social media sites used for?

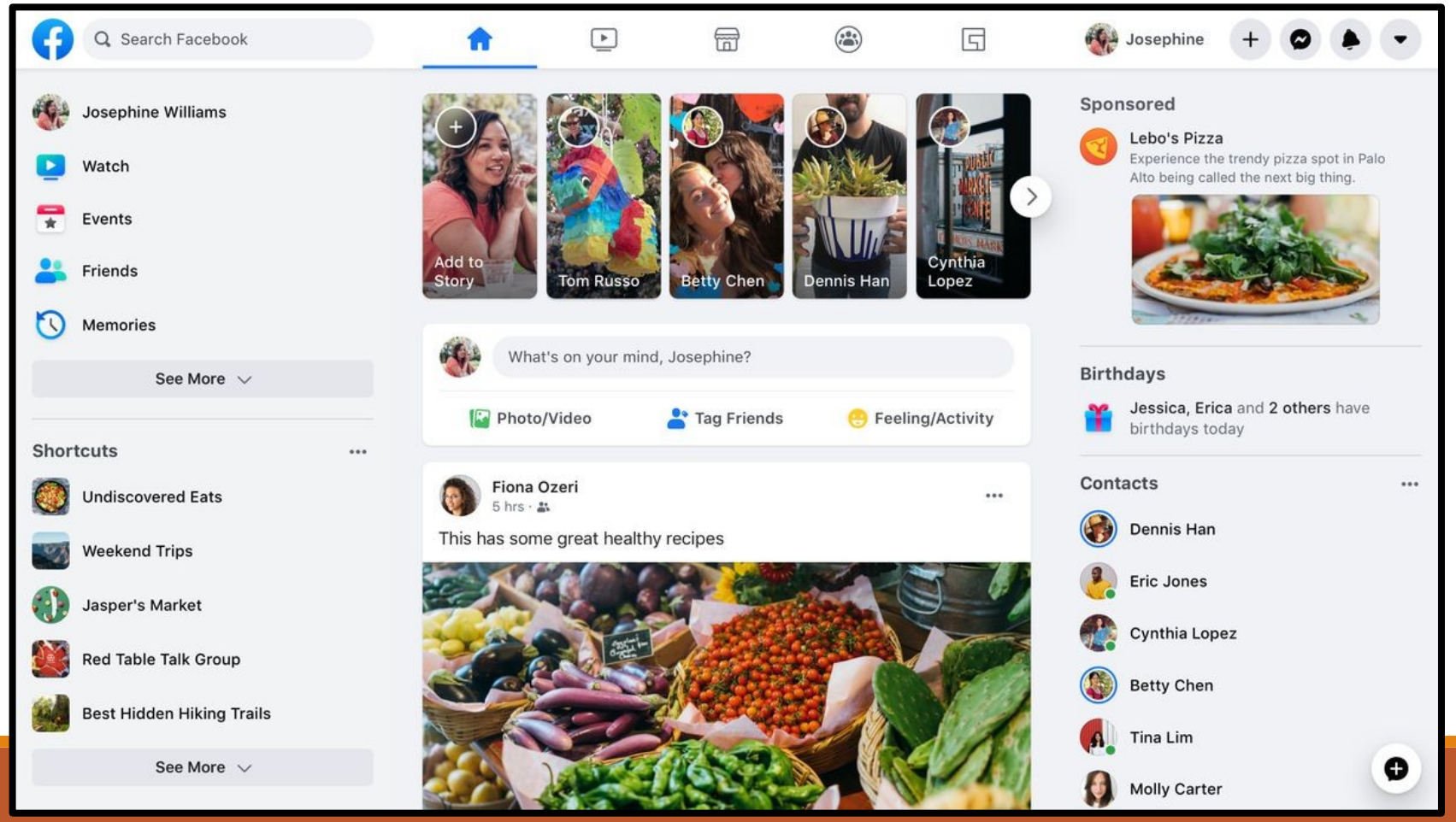
What are the features of social media sites?

Social Media Sites



Social Media Sites

Structure and Features



Social Media Sites – Business Use

John Lewis

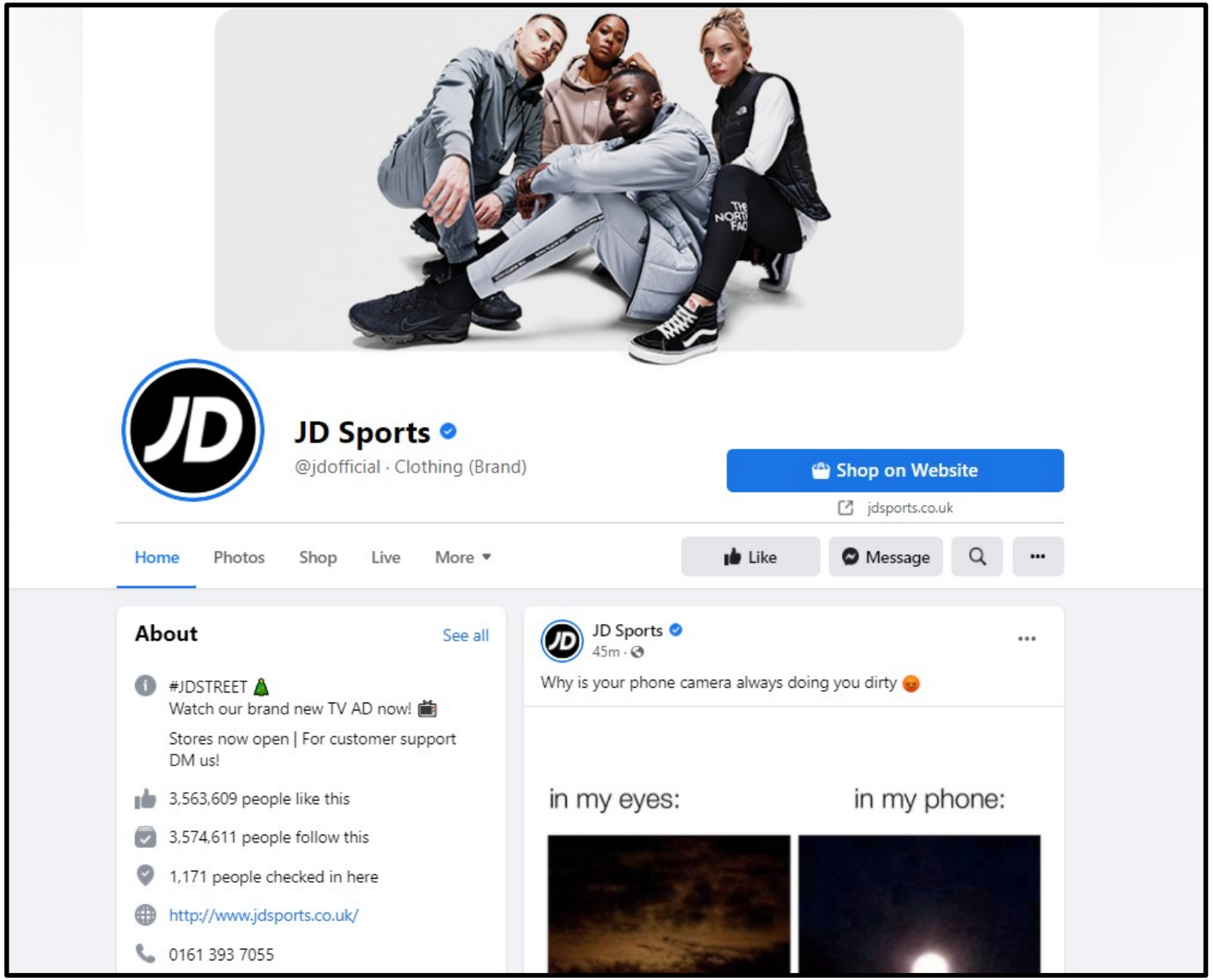
JD Sport

Netflix (Media Centre)

Social Media Sites

Structure and Features – a Business Site

What are the differences between a business site and a personal one?



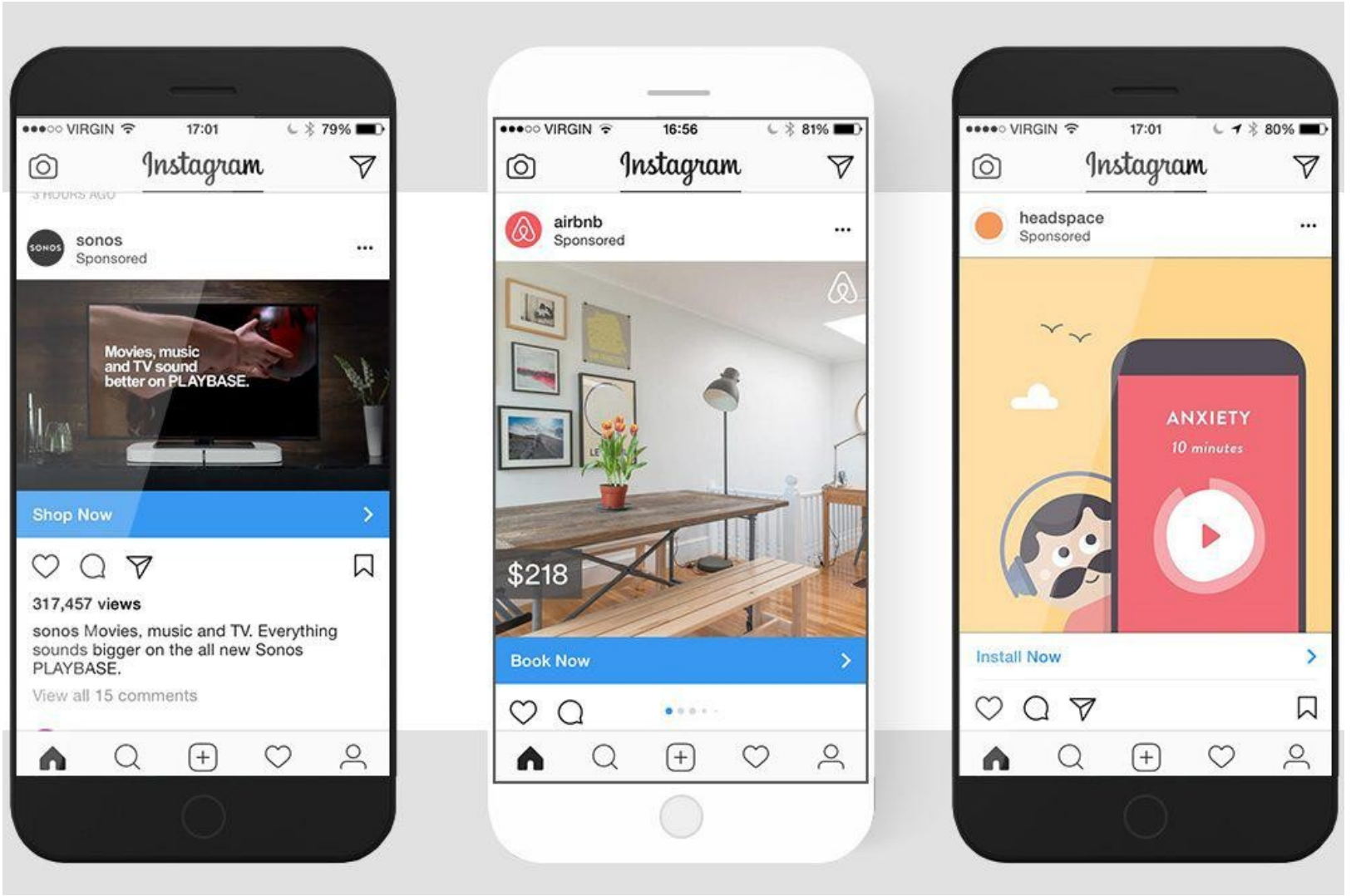
https://www.facebook.com/jdofficial/?brand_redir=264944043399

Business Use: of Social Media Platforms

Advertising

Business Use: of Social Media Platforms

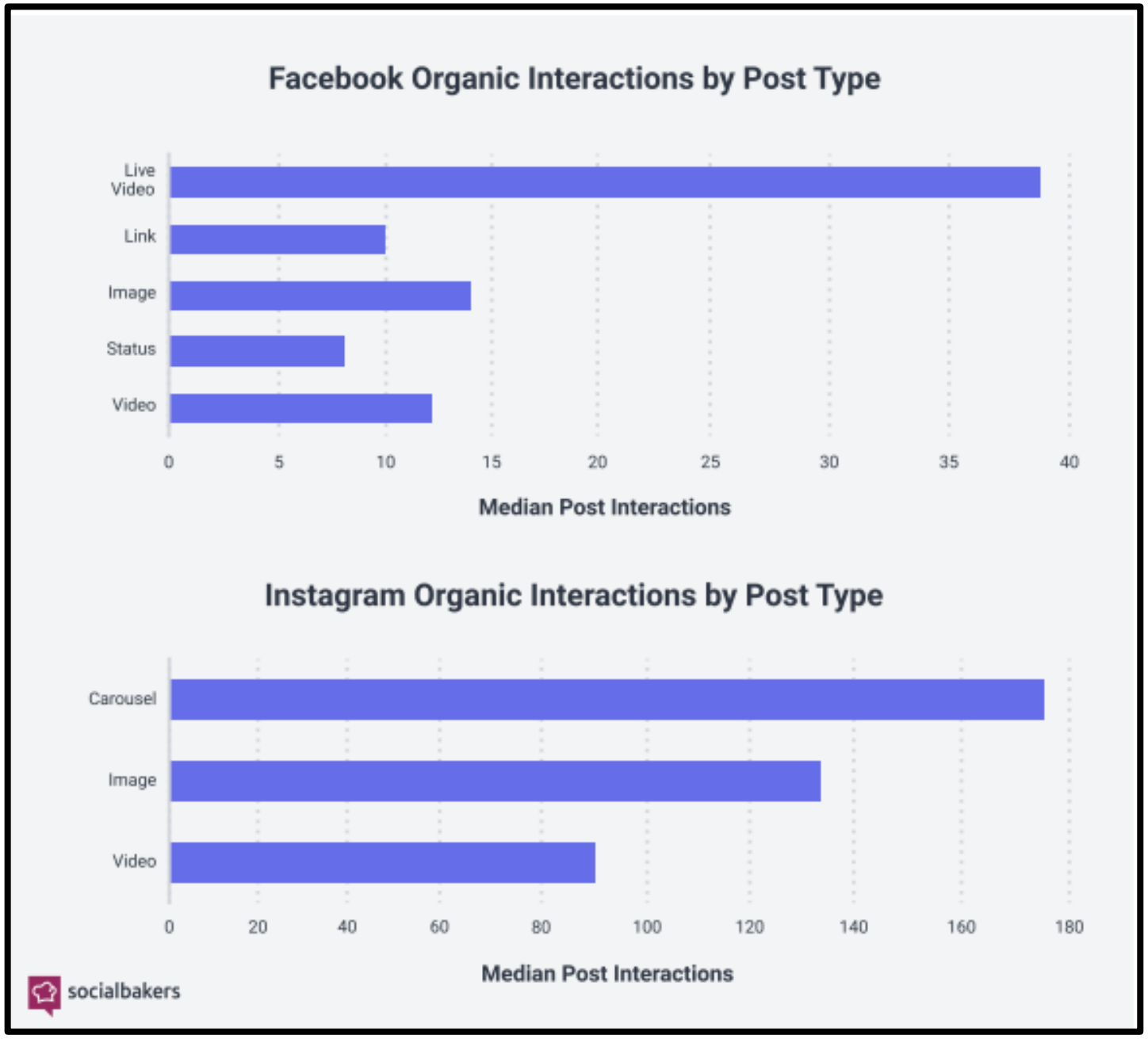
Advertising



Social Media Sites

Type of content

https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/



Business Use: of Social Media Platforms

Activity

Activity 1 – Structure and features of social media sites

This work can contribute to your assignment for Learning Aim A (3.1)

Activity

Learning Aim A (3.1) - Social Media Platforms

Activity 1 – The structure and features of social media sites

There are many different types of social media websites that can be used to promote businesses. The table below contains a list of some of the world's most important social media sites. Conduct some research into these social media sites and describe the key features of each one.

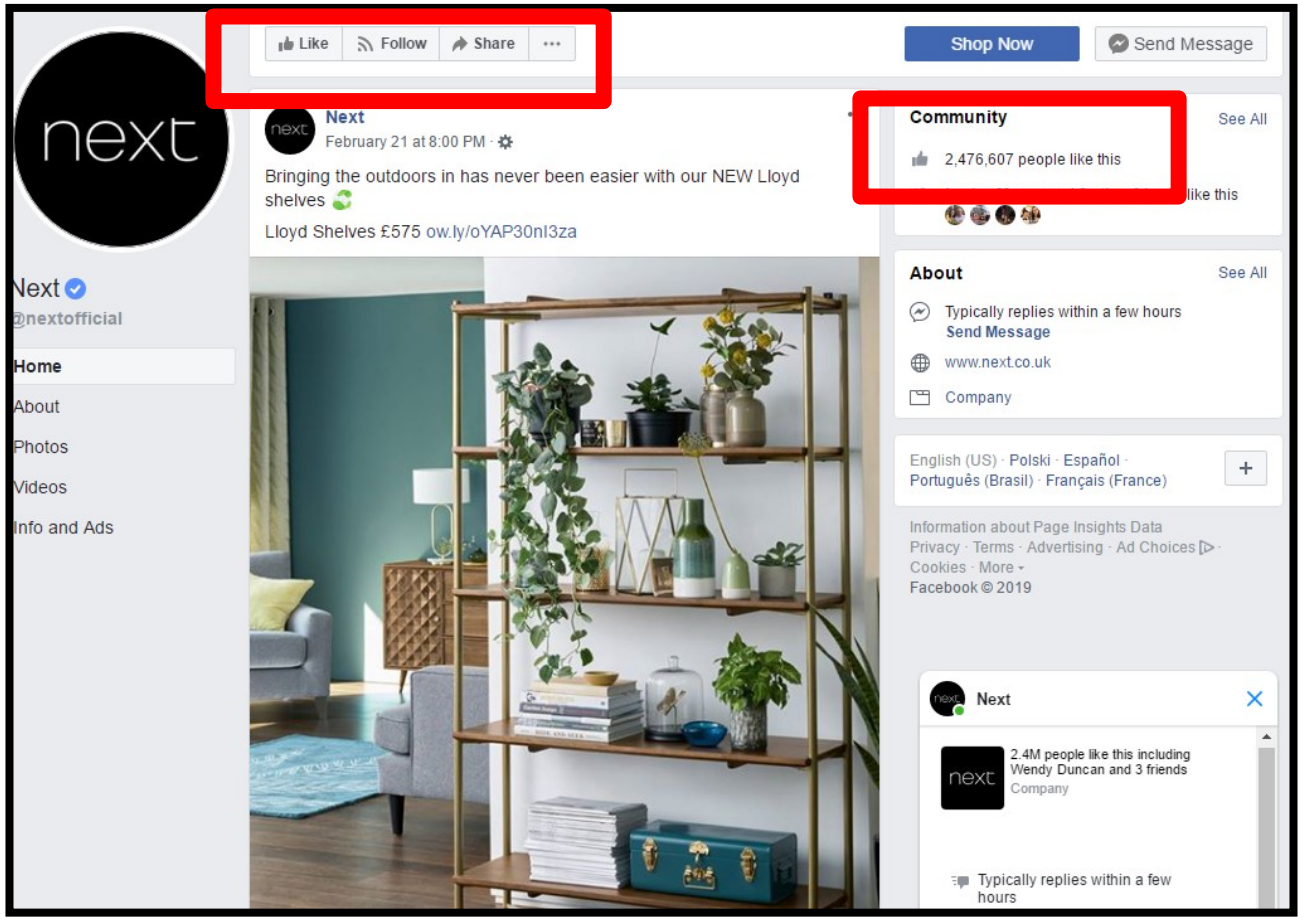
Refer to pages 182 to 183 in the text book extract, but do not copy this content. Use it to generate ideas for research and include screen captures of the features you describe.

Site	Describe Site and Main Features (include screen captures)
Facebook	
Twitter	
Instagram	
One more of your choice	

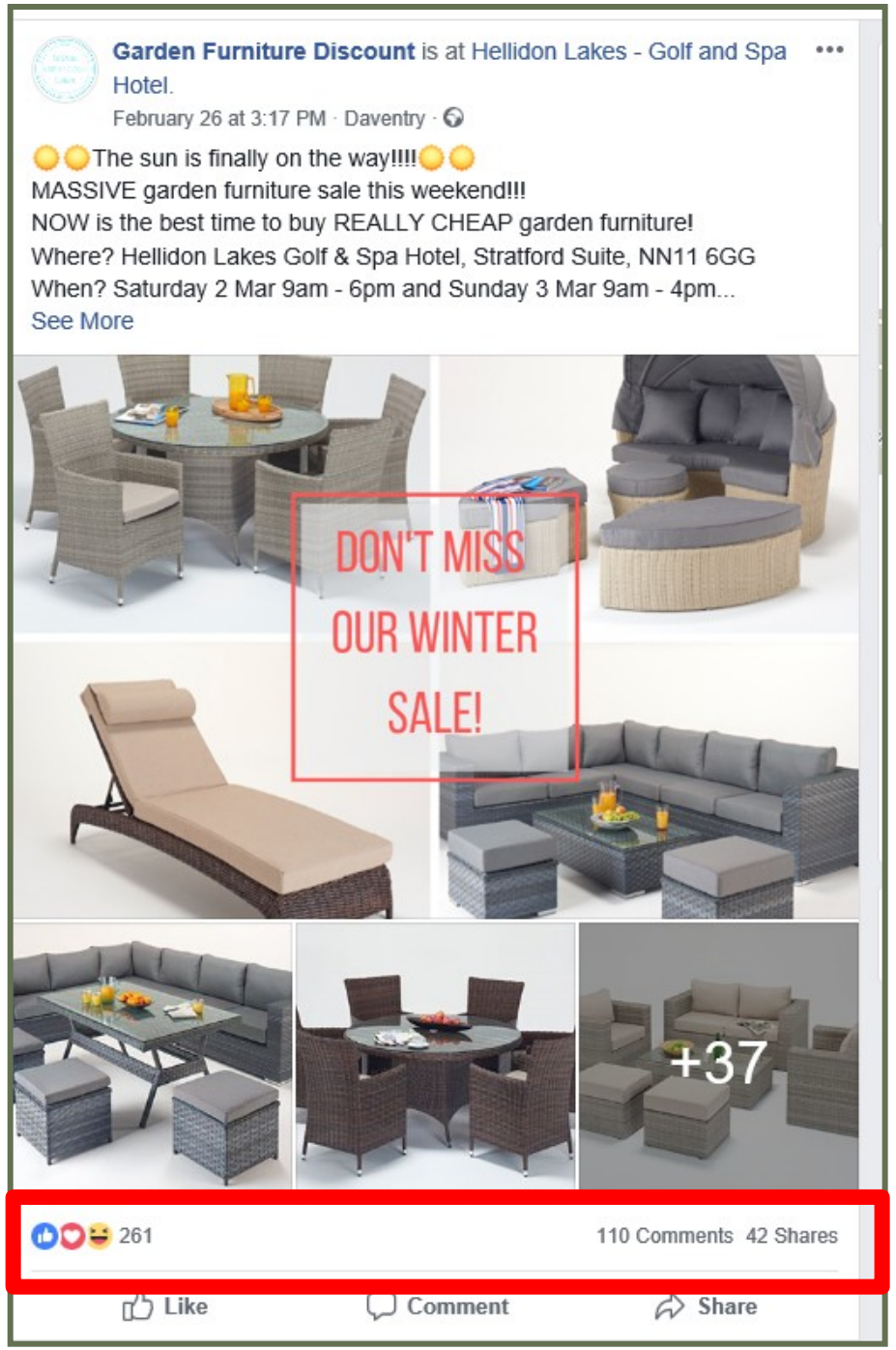
Extension Activity:

Pause Point
Why do you think that businesses use social media sites that would ordinarily be designed for personal use?

Use of Screen captures



Use of Screen captures


Garden Furniture Discount is at Hellidon Lakes - Golf and Spa Hotel.
February 26 at 3:17 PM · Daventry ·
The sun is finally on the way!!!!
MASSIVE garden furniture sale this weekend!!!
NOW is the best time to buy REALLY CHEAP garden furniture!
Where? Hellidon Lakes Golf & Spa Hotel, Stratford Suite, NN11 6GG
When? Saturday 2 Mar 9am - 6pm and Sunday 3 Mar 9am - 4pm...
See More
DON'T MISS OUR WINTER SALE!
+37
261
110 Comments 42 Shares
Like
Comment
Share

References

You will be required to include references in your work (a bibliography). Copy and paste weblinks of any websites that you use into your work for later reference.

Also note any articles, videos, books etc. that you use.